



# Media Pack

## SALES AND SERVICES

### Newspapers

- The Press – 81,200\* daily readers
- Gazette & Herald – 30,909\* weekly readers
- York and Selby Star – 79,934\* weekly readers

(\*JICREG Jan-June 2009)

### Advertising Platforms

#### Newspapers

##### *The Press – Daily*

- The classified section appears in The Press daily
- Life & Times section appears on a Saturday providing an ideal platform for gardening
- Adhoc features are run regularly throughout the year



##### *Gazette & Herald – Wednesday*

- The classified section appears in the Gazette & Herald each week



##### *York and Selby Star – Thursday*

- The classified section appears in the York Star and Selby Star each week.



#### Online

##### *Websites*

- Ask Jorvik is our business directory where all types of businesses can be found
- Other services include Local Classified Ads, Bargain Search, Ads Online and the North & East Yorkshire Exchange and Mart buy and sell platforms are on our websites thepress.co.uk and gazetteherald.co.uk



#### Niche Publications

##### *Yorkshire Living – Monthly*

- A quality up-market lifestyle magazine specifically distributed to AB households and in selected outlets to attract affluent readers in North Yorkshire



##### *Life & Style - Monthly*

- A full colour supplement distributed with The Press every second Tuesday of the month
- It focuses on all aspects of home, gardening, DIY and motoring.



##### *Look it Up - Monthly*

- A full colour glossy A4 monthly classified publication distributed to 40,000 households and targeted outlets in and around York. Look it Up focuses on Gossip, Showbiz, Competitions, Puzzles, Local winners and Local 'what's on' listings



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### Facts

- 9 out of 10\* local press campaigns work
- \*Local press advertising increases awareness by 10%
- 65%\*\*\* of adults believe newspapers are best at representing their local area
- 18%\*\* of adults have used a plumber (Base; all adults)
- 13%\*\* of adults have used a Solicitor (Base; all adults)
- 9%\*\* of adults have used a builder (Base; all adults)
- 9%\*\* of adults have used a financial advisor (Base; all adults)
- 80%\*\*\* of local press readers in Yorkshire state that they take action from an advertisement seen in their local press
- 89%\*\*\* of adults spend most of their time within 10 miles of their home
- Local media is the number one\*\*\*\* medium for finding removal services, ahead of word of mouth and directories
- Local media is the number one\*\*\*\* medium for finding solicitors

(\*The Conversion Study – The Newspaper Society 2003, \*\*Consumers' Choice V – The Newspaper Society 2004, \*\*\*The Wanted Ads – The Newspaper Society 2006, \*\*\*\*The Wanted Ads Property, The Newspaper Society 2008)

### Newsquest York Circulation Area

#### Facts

- There are 324,752 households
- 79,940 of the households have 5 rooms
- 280,325 of the households have central heating

(BMRB – Experian 2007)

### Advertising opportunities

Includes classified, run of paper, solus positions, colour, mono and highly readable features combining editorial with advertising

We are more than happy to welcome new suggestions, just contact your Representative



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